

**SAN FRANCISCO OFFICE**

**May 31, 2006**

Project Number: 100029

**To:** Valerie Knepper, MTC

**From:** Carol Levine/Elizabeth Cruz

**Subject:** Case Study Work Scope – City of Menlo Park

The following memorandum presents a proposed work scope for the City of Menlo Park Case Study. Based on the initial case study questionnaire, the City's goal was to "...[come away with] an understanding of parking demand relative to parking regulations and enforcement practices." The City expressed particular concerns regarding congestion, enforcement, customer and employee parking, and developer parking requirements. Interest was equally expressed in parking policies that would enhance opportunities for new development in the downtown. As such, the Menlo Park Case Study will focus on parking strategies and policies which can prepare the City for future Transit Oriented Development and downtown redevelopment.

As such, the following steps are proposed:

- 1) A kick-off meeting was held with MTC and City Staff to review Menlo Park's goals for this study, to conduct a site visit of the Downtown, to discuss of proposed data collection resources, and review the proposed scope of work. The following goals for the case study were identified:
  - An objective look at existing minimum/maximum parking requirements, parking controls, and enforcement to determine their appropriateness for Downtown development.
  - Evaluation of strategies for parking in Downtown including pricing and time limit options
  - Guidelines for shared use practices and use of in-lieu fees for development of parking facilities and support of TDM programs
  - Role and implications of parking structures in Downtown
- 2) The study area will include the Downtown bounded by Oak Grove Ave (north), University Dr (east), Menlo Ave (south) and Alma St/Caltrain (east).
- 3) Existing parking policies and requirements will be reviewed as well as any future TOD policies and parking structure development proposed for the study area. WSA will review current policies and assess their impact on parking demand and mode shares. WSA will also evaluate policy implementation histories, evidence of acceptance, cost implications and other pertinent information provided by the City Staff.

- 4) The most recent parking inventory data is available from WSA's Downtown Parking Study (1999). This inventory will be "spot checked" for accuracy and will include on-street and off-street public parking, parking time limits and fees.
- 5) Parking occupancy data will be collected for both the weekday and weekend. Based upon input from the city on hours of peak parking demand, weekday occupancy surveys will be conducted on a typical weekday (Tuesday-Thursday) between 10 AM – 3 PM. Occupancy counts will be taken at hourly intervals during this time period. A weekend occupancy survey will be conducted from 11 AM – 2 PM. Again, occupancy counts will be taken at hourly intervals.
- 6) Evaluate additional information related to study area parking policies including the current parking policies in place in the selected block area and Caltrain ridership and station parking demand. WSA will also research average vehicle ownership rates, percent mode share, and income information based on relevant available data sources (e.g. Census 2000 tract information).
- 7) WSA will meet with various stakeholders as appropriate during the process including but not limited to Menlo Park City Council, the Planning Commission, City Staff, downtown property owners, Chamber of Commerce, Downtown Merchants Group, Menlo Park Presbyterian Church, Caltrain and SamTrans to understand their perspectives on Menlo Park's potential parking policies.
- 8) Inventory and review most current land use conditions in the study area, including available information on building square footages and number of dwelling units. Using a tailored parking demand model, WSA will prepare a parking demand analysis for the study area. This model will be calibrated for Menlo Park to include modal information, the extent of a captive-market environment, and the parking supply availability. In addition, future parking demand of the study area will be determined based on short-term and/or long-term goals. As such, WSA will thoroughly review the existing reports/information available for the study area, notably, the El Camino Real/Southern Pacific Railroad Corridor Study (1970), The City Design Plan (1990's), and the Land Use and Circulation Study (1999 and 2000).
- 9) In addition to data collection performed, a "cruising" exercise for on-street parking analysis will be conducted to assess impacts on the transportation systems and air quality. WSA will test three survey methods: 1) interview surveys of drives, 2) video-recorded observation, and 3) bicycle "cruising" by staff.
- 10) Based on the previous steps, a parking profile for Menlo Park's study area will be developed. A memorandum describing findings of the parking conditions analysis, review of existing requirements and policies, forecasted demand, and stakeholder participation will be presented. This information will be used to develop Downtown TOD parking management strategies which are applicable and specific to Menlo Park including:

- On-street and off-street time limits
- Pricing strategy for short-term and long-term parking
- In-lieu fee strategy for development of parking facilities and support of TDM programs
- Minimum/Maximum parking requirements appropriate to the Downtown